

61 generate the marketing material. The designer creates containers within the template 100. A product name container 102 displays the name of the product of interest to the customer. This information is accessed directly from the Product field (shown in FIG. 2b) of the customer record and displays the product name, numbered as 50 in FIG. 3.

Replace the paragraph on page 10, lines 13-22 with the following amended paragraph:

62 Similarly, container 108 includes a query on the type of printing. This searches the files for paragraph 2 that have a "type of printing" column value that matches the type of printing in the selected customer record. In the example, the customer record, in FIG. 2b, shows the "type of printing" as continuous forms. This would cause the selection of a file including in its associated metadata indication that it is a paragraph 2 file and that has a value of "continuous forms" in the "type of printing" column. As shown in FIG. 3, the "continuous forms" value causes the insertion in the paragraph 2 container 108 of a file including information on media flexibility, numbered 56 in FIG. 3, which describes the type of forms and data that may be driven through the system.

IN THE CLAIMS

Amend claims 1, 2, 8, 12, 13, 14, 22, 23, and 29 as follows and in the attached "Version With Markings to Show Changes Made" submitted pursuant to 37 CFR 1.121.

1. (Amended) A automated creation and delivery method for generating output material, comprising:

3 generating a customer record in a first database table to include fields specifying at least one product, customer preferences, and a selected output method to deliver generated output material on the product specified in the customer record;

receiving at least one customer record in the first database table to process;

accessing at least one content file by querying a second database table using values in one received customer record;